

REP HEADLINE# 6332090  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703 528 7880  
HARRIS REPORT FROM REP OCT8/12 10.32  
\*\*CHANGES\*\* \*\*\* WDCW-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/G ALLEN/NRSC/R/SEN/VA  
AGY # \_\_\_\_\_ AGY. NAME SMART MEDIA GROUP  
814 KING STREET, SUITE 400  
ALEXANDRIA, VA 22314

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME PATRICIA DOME  
SALES PRSN WA- DAVE CLARK

ORDER # \_\_\_\_\_ CONTRACT # 6332090

PRDCT ALLEN/NRSC EST#\*\*\*\* COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT22/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE OCT8/12 10.32

REP: TO: MALLORY  
FROM: GREG  
LNS 1-10 CANX  
LNS 11-15 ADDED  
REVISED TTL...\$4250...7X  
THX PLS CFM, 10/8/12

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

CON CM SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*

ALLEN FOR SENATE/NRSC

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

AGENCY ADVERTISER CODE = ALNNR  
AGENCY PRODUCT CODE = ORDR

AGENCY EST# = C09C12

1 S 800A-900A 30

\$350.00

10/12

10/12

0

FRI

0

PROGRAM : NEWS PLUS MINUTE  
RA35+ : 0.6  
CON COM1: NEWS PLUS MINUTE

gc- 10/9/12

FAX# 703 528 7880  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
OCT8/12 10.32  
\*\*\* WDCW-TV \*\*\*

PROGRAM : NEWS PLUS MINUTE

# 6332090  
UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT8/12 10.32  
\*\*\*CHANGES\*\*\* \*\* WDCW-TV \*\*\*

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	A	800A-900A	30		\$350.00	10/16	10/16	1		TUE	1
PROGRAM : NEWS PLUS MINUTE											
13	A	800A-900A	30		\$350.00	10/22	10/22	1		MON	1
PROGRAM : NEWS PLUS MINUTE											
14	A	1000P-1100P	30		\$800.00	10/10	10/11	2		W-TH	2
PROGRAM : LATE NEWS											
15	A	1000P-1100P	30		\$800.00	10/15	10/18	2		M,TH	2
PROGRAM : LATE NEWS											
STATION MAKEGOOD OFFERS:											
M1	UNRESL	BUY#4	MISSED:TUE/800A-900A			OCT9		30S	\$350.00	(OCT4/12)	
			OFFER:SAT/730P-800P			OCT13		30S	\$350.00	PLS ADVISE.	
CMT:MAKEGOOD PER ART...PLEASE ACCEPT. ER											

OCT/12 \$4,250.00

CONTRACT TOTAL \$4,250.00  
TOTAL SPOTS 7

MARKET TOTALS \$300,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



WDCW-TV

## ORDER

Print Date 09/24/12

Flight Dates 10/09/12-10/12/12

Contract / Revision 390408 /  
Original Date / Revision  
09/21/12 09/24/12

Advertiser National Republican Senator

Agency Smart Media Group

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product  
ALLEN/NRSC

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:10:00

Estimate # C09C12

Alt Order # 06332090

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL2, PL4

Priority 01

Advertiser Ref

Primary Account Executive  
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 1% Market Value 300000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WDCA	%	0
WJLA	23%	69000
WRC	31%	93000
WTTG	27%	81000
WUSA	18%	54000

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$2,550.00	\$3,000.00	0.00	10/01/12	10/12/12	6	\$2,550.00	\$3,000.00
Totals	6	\$2,550.00	\$3,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	50	10/12/12	10/12/12	MF 8-9a newsplus	CM	MF 8-9a	----1--	:30/30	1	\$350.00	01	0.00	PB	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	----1--		1		\$350.00		0.00					
E 2	50	10/11/12	10/11/12	MF 8-9a newsplus	CM	MF 8-9a	---1---	:30/30	1	\$350.00	01	0.00	PB	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	---1---		1		\$350.00		0.00					
E 3	50	10/09/12	10/09/12	MF 10-11p newsplus	CM	MF 10-11p	-1-----	:30/30	1	\$800.00	01	0.00	PB	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-1-----		1		\$800.00		0.00					
E 4	50	10/09/12	10/09/12	MF 8-9a newsplus	CM	MF 8-9a	-1-----	:30/30	1	\$350.00	01	0.00	PB	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-1-----		1		\$350.00		0.00					



Contract / Revision **390408** Flight Dates **10/09/12-10/12/12**  
Original Date / Revision 09/21/12/ 09/24/12

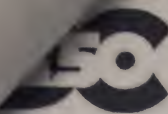
Hiatus Dates

Order Sep 00:10:00

Advertiser **National Republican Senat** Product **ALLEN/NRSC**

Estimate # **C09C12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 5	50	10/10/12	10/10/12	MF 10-11p newsplus	CM	MF 10-11p	-1----	:30/:30	1	\$800.00	01	0.00	PB	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	--1----			1		\$800.00		0.00					
E 6	50	10/10/12	10/10/12	MF 8-9a newsplus	CM	MF 8-9a	--1----	:30/:30	1	\$350.00	01	0.00	PB	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	--1----			1		\$350.00		0.00					
														Totals	6	\$3,000.00



WDCW-TV

## ORDER

Print Date 09/24/12

Page 1 of 1

Flight Dates 10/09/12-10/12/12

Contract / Revision 390408 /

Original Date / Revision

09/21/12 09/21/12

Advertiser National Republican Senator

Agency Smart Media Group

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

ALLEN/INRSC

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office TWDC

Sales Region National

Agency Ref

Order Rep 00 10 00

Estimate # C09G12

Alt Order # 06332090

Billing Type Cash

Order Type GENERAL

Billing Cycle LOM/OC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL2, PL4

Priority 01

Advertiser Ref

Primary Account Executive  
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 1% Market Value 300000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WDCA	%	0
WJLA	23%	69000
WRC	31%	93000
WTTG	27%	81000
WUSA	18%	54000

Needs to be 10p-11p newsplus

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	6	\$2,550.00	\$3,000.00	0.00
Totals	6	\$2,550.00	\$3,000.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/12/12	6	\$2,550.00	\$3,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	50	10/12/12	10/12/12	MF 8-9a newsplus	CM	MF 8-9a	----1--	30/30	1	\$350.00	01	0.00	PH	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week		10/08/12	10/14/12	----1--			1		\$350.00		0.00				
E 2	50	10/11/12	10/11/12	MF 8-9a newsplus	CM	MF 8-9a	---1---	30/30	1	\$350.00	01	0.00	PH	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week		10/08/12	10/14/12	---1---			1		\$350.00		0.00				
E 3	50	10/09/12	10/09/12	6-8a MF newsplus	CM	6-8a MF	-1-----	30/30	1	\$800.00	01	0.00	PH	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week		10/08/12	10/14/12	-1-----			1		\$800.00		0.00				
E 4	50	10/09/12	10/09/12	MF 8-9a newsplus	CM	MF 8-9a	-1-----	30/30	1	\$350.00	01	0.00	PH	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week		10/08/12	10/14/12	-1-----			1		\$350.00		0.00				



WDCW-TV

Print Date: 09/24/12

Page 2 of 2

Contract / Revision 390408 Flight Dates 10/09/12-10/12/12

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:10:00

Advertiser National Republican Senatr Product ALLEN/NRSC

Estimate # C09C12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	50	10/10/12	10/10/12	6-8a MF newsplus	CM	6-8a MF	--1----	:30/:30	1	\$800.00	01	0.00	PB	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----					1	\$800.00		0.00			
E 6	50	10/10/12	10/10/12	MF 8-9a newsplus	CM	MF 8-9a	--1----	:30/:30	1	\$350.00	01	0.00	PB	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----					1	\$350.00		0.00			
													Totals	6	\$3,000.00

Needs to be 10p-11p newsplus



SEP23/12 16.30  
\*\*\* WDCW-TV \*\*\*

ORDER # \_\_\_\_\_ CONTRACT # 6332090 CLASS: NATL. LOCAL REGIONAL  
PRDCT ALLEN/NRSC EST#\*\*\*\* COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_  
FLIGHT DATES OCT9/12 OCT12/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_  
DATE SEP21/12 14

ALLEN FOR SENATE/NRSC

30/30 News

DATE SEP 21/17 14.20

LINE	TIME	PROGRAM	SPOTS	RATE	START DATE	END DATE	SPOTS	WEEKDAYS
1	800A-900A	NEWS PLUS MINUTE	30	\$350.00	10/12	10/12	1	
PROGRAM : NEWS PLUS MINUTE								
RA35+ : 0.6								
CON COM1: NEWS PLUS MINUTE								
2	800A-900A	NEWS PLUS MINUTE	30	\$350.00	10/11	10/11	1	TWU
PROGRAM : NEWS PLUS MINUTE								
RA35+ : 0.6								
CON COM1: NEWS PLUS MINUTE								



ADLINE# 6332090  
ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703 528 7880

HARRIS REPORT FROM REP

SEP21/12 16.10  
\*\*\* WDCW-TV \*\*\*

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START DATE	: END DATE	: SPTS /WK	: WEEK INVT	: DAYS	: TOTL SPTS
3			1000P-1100P	30		\$800.00	10/9	10/9	1		TUE	1
PROGRAM : LATE NEWS												
RA35+ : 0.2												
CON COM1: LATE NEWS												
4			800A-900A	30		\$350.00	10/9	10/9	1		TUE	1
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												
5			1000P-1100P	30		\$800.00	10/10	10/10	1		WED	1
PROGRAM : LATE NEWS												
RA35+ : 0.2												
CON COM1: LATE NEWS												
6			800A-900A	30		\$350.00	10/10	10/10	1		WED	1
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												

OCT/12 \$3,000.00

CONTRACT TOTAL \$3,000.00  
TOTAL SPOTS 6

MARKET TOTALS \$300,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*